



The only thing necessary for the triumph of evil is for good people to do nothing.

— Sir Edmund Burke

Quality & Clean Development

To provide and further enhance a strong economic base by encouraging quality and clean retail commercial and industrial development that is compatible within a community of homes.

1. Complete the development of the on-going major projects in the City:

► Golden State Area

Lockheed A-1 North - Office/Industrial Park
Lockheed B-1/Bldg. 199 - Burbank Empire Center
Weber Aircraft

► Downtown

Former Police Headquarters
Burbank Entertainment Village (AMC)
Bombay Bicycle Club
Civic Center Master Plan

► South San Fernando

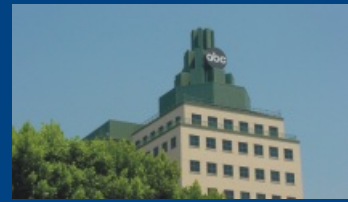
Old Menasco Site
Old ITT Site
Former Zero Corporation Site

► Media District

South Triangle - Pinnacle
North Triangle
North Triangle - Office & Performing Arts Center
NBC Master Plan
Warner Bros. Master Plan
Disney Master Plan
Providence St. Joseph Medical Center
Magnolia Park

2. Add a net increase of 150 street trees per year in commercial/industrial areas.

Burbank continues to be the "Media Capital of the World" serving as home to studios including NBC, The Walt Disney Company and Warner Bros., all of which will be implementing master plans in the upcoming years. Recently, Burbank has become home for other entertainment companies such as ABC, Nickelodeon and Cartoon Network.



ABC



Cartoon Network



The Walt Disney Company



NBC



Nickelodeon



Warner Bros.



The Burbank Entertainment Village (AMC) Project encompasses the construction of a 16-screen, state-of-the-art theater, retail and restaurant space as well as a fitness center. The project will also include over 1,000 new parking spaces in the Downtown area.



As part of an on-going goal of improving the appearance of commercial areas, the City is committed to adding 150 street trees a year.



Magnolia Park's street improvements have included new bus benches and additional landscaping. Developing streetscape plans for major streets in the City will be an on-going goal over the next several years.

3. Develop a major arterial beautification program:

- ▶ Landscape, streetscape targeted major arterials: Hollywood Way, Alameda Avenue, Glenoaks Boulevard, Olive Avenue, Victory Boulevard, Burbank Boulevard, Empire Avenue, South San Fernando Boulevard and Magnolia Boulevard
- ▶ Examine feasibility of utility underground district as appropriate in commercial areas
- ▶ Develop new sign ordinance

4. Develop Streetscape Plans for major streets (Burbank Boulevard, North San Fernando Boulevard, Glenoaks Boulevard, Victory Boulevard, Magnolia Boulevard and Olive Avenue).

5. Prioritize the Economic Development Strategy's goals and implement these goals through the cooperation of the business, labor, and residential communities.

6. Continue to support the revitalization of the Magnolia Park area by encouraging active leadership through the Magnolia Park Citizen Advisory Committee and exploring funding strategies through the local business improvement district.



7. Support the continued revitalization of Downtown through implementation of a Downtown Development Strategy, key elements of which are incentives for private-sector development, downtown marketing and business attraction programs, enhanced public safety, and preservation of historic buildings (i.e. Bob's Big Boy Restaurant, City Hall, and the Main Post Office).
8. Proactively adopt building codes and ordinances that result in the increased safety and security of the public.
9. Fund and implement needed transportation improvements from the Infrastructure Blueprint through the annually updated 5-Year Capital Improvement Program; including the Empire Interchange, Five Points, the Media District freeway ramps, Chandler Bikeway, railroad grade separations, and other projects that will improve local circulation and access to regional transportation facilities.

The City will continue to promote the appreciation, restoration and preservation of Burbank landmarks which include Bob's Big Boy Restaurant on Riverside Drive as well as City Hall and the Main Post Office in the Downtown area. These historic sites add to the unique heritage and tradition of the City of Burbank.



10. Continue to periodically update the Bikeways Master Plan and, in accordance with the Infrastructure Blueprint and Transportation Element, implement a bikeway system that provides a safe and convenient recreation resource and a viable transportation alternative to automobile usage.
11. Foster existing and new intergovernmental partnerships with regional agencies such as Caltrans and the Metropolitan Transportation Authority (MTA) in order to generate funding for various City transportation projects.
12. Aggressively identify funding for transportation infrastructure improvements.
13. Continue to participate in regional planning opportunities such as SCAG's Arroyo Verdugo Sub-Region to provide input on various policies and programs that address issues relating to land use, air quality, transportation, solid waste and other matters with regional significance.



Map of local shuttle routes (above). Burbank Local Transit, a.k.a. BLT, is the City's answer to cleaner air and less-congested roadways. BLT operates one fixed-route and two shared-ride shuttles linking the Regional Intermodal Transportation Center (RITC) with major employment sites throughout the City. The Burbank Media District Transportation Management Organization (TMO) initiated the Metrolink bus-rail connection in 1992. BLT's electric shuttles program is a model of a public-private partnership benefitting the community and environment.

Transportation will continue to be extremely important in the next decade. Burbank is very fortunate to be "transportation rich" with two major interstate freeways, two Metrolink rail lines, Amtrak train service and a regional commercial airport.

